

**Utah Office of Tourism
Board Meeting
Thursday, November 13, 2008 – 10:00 a.m.
350 North State Street
East Senate Building, 1st Floor
Olmstead Room
Salt Lake City, UT**

Present

Board Members

Kim McClelland
Frank Jones
Steve Lindburg
Bob Bonar

Bill Malone
John Holland
Hans Fuegi

Staff

Leigh von der Esch
Dave Williams
Kelly Day
Ben Dodds
Matt Morgan
Chad Davis

Barbara Bloedorn
Tracie Cayford
Clayton Scrivner
Lorraine Daly
Jim Buchanan

Guests

Brock Vergakis
Chris Newton
Monique Beeley
Bruce Fullmer
Arnold Thieband
Mark Rawlins
Steve Driggs
Denise Miller
Jeremy Chase
Rick Maw
Raelene Davis
Nathan Rafferty
Pat Holmes

Organization

Associated Press
Go Trail Sites
Outdoor Utah
Garfield County
Utah Valley CVB
Struck Creative
Struck Creative
SMARI
Struck Creative
Utah.com
Ski Utah
Ski Utah
Salt Lake CVB

Welcome

Kim McClelland welcomed everyone to the meeting and had the group introduce themselves.

Minutes

MOTION: Hans Fuegi made a motion to approve the minutes of the October 9th board meeting held in Logan. Bob Bonar seconded the motion and it passed unanimously.

MOTION: Bill Malone made a motion to approve the minutes of the October 13th conference call. Steve Lindburg seconded the motion and it passed unanimously.

MOTION: Bob Bonar made a motion to approve the minutes of the October 30th conference call. Frank Jones seconded the motion and it passed unanimously.

Leigh recognized Jason Perry, Chad Davis, Struck Creative and David Meikle who were very instrumental in the creation of the welcome signs. She also recognized Matthew Morgan and Ben Dodds who filmed the Press Conference on the day of the release of the first sign and also Tracie Cayford and Clayton Scrivner who coordinated with the press for the event. Kim asked the staff to stand up to be recognized by the board. Chad is coordinating with UDOT to try to have the remainder of the welcome signs in place by the end of May 2009.

Chad provided samples of pennants and informational cards for the board to see. These items were created from the same artwork that was used for the welcome signs.

Marketing Committee Report

Steve Lindburg thanked Struck Creative for their continued process, continuity, sharing of vision, and merged goals. He also recognized Denise Miller of SMARI and thanked her for presenting to the board today.

SMARI Presentation: Denise Miller did a power point presentation of the ROI results for the 2008 Spring/Summer campaign. Her results showed that the 2008 Economic Impact for the summer campaign was \$571,151,269 with a return on taxes of \$11 for every dollar spent on the ad campaign.

Struck Presentation: Jeremy Chase of Struck, gave a brief update of the summer media plan. The plan includes national cable TV and local spot TV as well as national magazine ads and on line ads. Steve Driggs gave an update of the summer creative plan including print ads and 30 & 90 second TV spots.

Marketing Update: Dave Williams briefly discussed the 2007/2008 comparison of visits to Utah.travel and Utah.com, travel guide requests and 800 calls for the winter ad campaign. A chart was provided for the board. He also discussed the revised FY 2008/2009 Marketing Advertising Budget and the agency production budget graph which was included in the board packets.

AAA Proposal: Dave referred the board to the marketing budget under non-winter where \$150,000 was previously allocated by the board for a Madden insert or a similar opportunity. Dave indicated that he had received a proposal from AAA that would include an 8 page double gate fold insert in West Ways (distributed in Southern California to 500,000 homes with an average income of \$100,000+) and High Roads (distributed throughout Arizona to 490,000 homes.) AAA would require that the UOT run a full page ad in each of the two publications and the combined cost would be \$35,320. Our partners could also advertise. A full page ad in West Ways runs just over \$10,000 and a full page ad in High Roads is just over \$7,500. (Partners could do, a full, half or quarter page ad.) It could be set up the same way as Madden where the partners would be reimbursed for half the cost of the ad through the \$100,000 in coop money that has been set aside. AAA comes out every other month and it would be in the March/April issue and has a longer shelf life than Madden.

MOTION: After some discussion by the board, Steve Lindburg made a motion to take the dedicated dollars and coop dollars and establish a coop style relationship with AAA as outlined by Dave above. Hans Fuegi seconded the motion and it passed unanimously.

Delta Advertising Campaign: Leigh gave a brief update of the budget for the Delta flight from Salt Lake to Paris which included monies spent on in flight video 90 second spots, print ads in Delta Sky, LA Magazine and Gourmet, Trade shows/Consumer Shows in France and a possible event in LA in January 2009 as well as advertising in Sunset for February and April.

Coop Marketing Committee Report

Hans Fuegi spoke to the board regarding consideration to use some of the left over coop marketing funds to try to make a push to increase the winter reservations. \$200,000 is currently left in the budget. He indicated that the coop committee felt that the logical partner to make an application for the winter effort would be Ski Utah. However, Ski Utah has reached the cap of \$250,000 in an application in the regular round of funding. Ski Utah has submitted a special opportunity application along with several other partners for \$85,500.

Hans and the coop committee made the following recommendations:

- 1) Lift the \$250,000 cap for the regular coop program for the remainder of this funding cycle.
- 2) Lift the \$50,000 cap for individual special opportunity coop marketing applications for the remainder of this funding cycle.
- 3) Keep \$100,000 for non-winter special opportunity for AAA program.
- 4) Use \$50,000 out of remaining funds for international brochures in 7 languages.
- 5) Make remainder of coop funds available for special opportunity marketing applications for the remainder of this funding cycle until the funds run out.

MOTION: After much discussion by the board, John Holland moved to accept the recommendations as outlined above with a second by Bob Bonar. Bill Malone opposed. Motion carried.

Hans indicated that the coop committee would have to rate the Ski Utah application and if it meets the guidelines, a conference call will be set up for the board to vote on the application next week.

Communications & Publications

Leigh gave a brief update of the first domestic PR event held in New York with Lou Hammond on November 11th and 12th. Leigh and Nathan attended the events. A schedule of events was provided to the board. Leigh and Nathan indicated that Lou Hammond was a great selection to handle the domestic PR account. Clayton Scrivner provided an activity report to the board for the month of October prepared by Lou Hammond and Tracie Cayford briefly discussed press releases and press kits generated.

Director's Report

Leigh called the board's attention to the FAM tour schedule in their packets as well some press articles.

Leigh also discussed the board meeting schedule for 2009. The board discussed possibly moving the meetings in 2009 to the 3rd Thursday of the month. The UOT will revise the dates in the schedule to reflect the 3rd Thursday in the month for the board to make a final decision on dates at the next board meeting.

Leigh indicated that the budget reconciliation is not yet complete by the new budget officer and we do not know what budget cuts the UOT is going to get. The Governor's budget should be released in December.

Kim thanked Struck Creative for their hard work and Denise Miller for coming to present to the board and he also thanked the UOT board and staff for all of their hard work and time they put in on behalf of the state.

Meeting adjourned.

The next board meeting will be held December 11th at Solitude.